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Article:

Stubbs, RJ orcid.org/0000-0002-0843-9064, Scott, SE and Duarte, C (2018) Responding to food, environment and health challenges by changing meat consumption behaviours in consumers. *Nutrition Bulletin*, 43 (2). pp. 125-134. ISSN 1471-9827

<https://doi.org/10.1111/nbu.12318>

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Environment

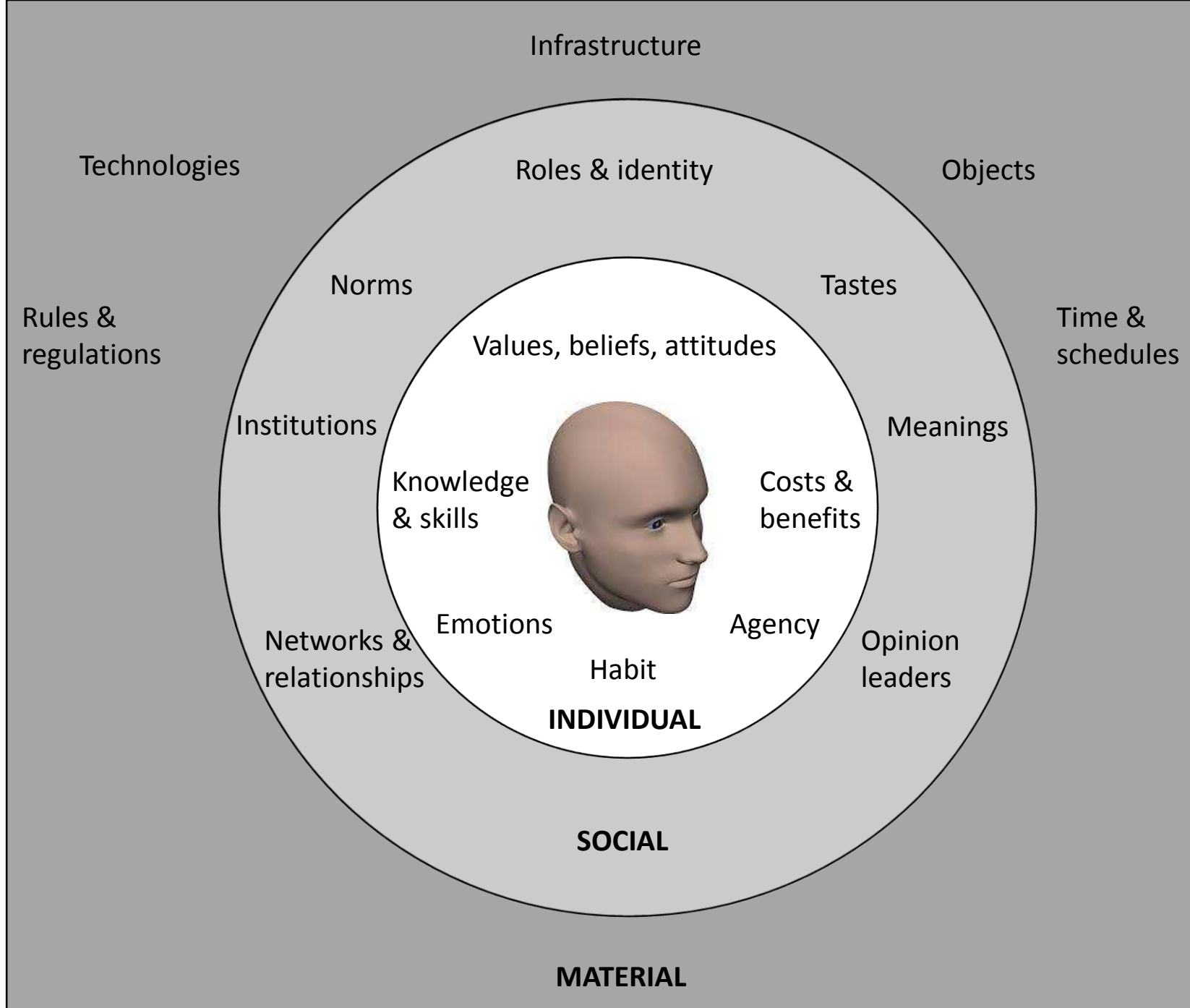
Ecosystematic stability

Landscapes

Food security

New and emerging infections

Non-infectious disease



Most feasible
Intention-behaviour gap

- **Sustainability by stealth:** subtle, sustainable food innovations (*e.g.* hybrid products marketed as lean, low fat and healthy).
- **Moderate involvement:** active engagement of consumers in moderate meat reduction (portion size, meat free days). Moderate changes on a large scale has big impact.
- **Cultural change:** structural changes (*e.g.* production strategies that alter consumption patterns).

Biggest potential effect
Attitude-intention gap

